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May 21 · 26 tweets · [P_Kallioniemi/status/1660259689462919169](https://twitter.com/P_Kallioniemi/status/1660259689462919169)

In today's [#vatniksoup](#), I'm going to talk about MICE. Not the rodent, but an acronym that originates from CIA recruitment strategy used in espionage. MICE explains the main motivators for covert and also overt action, and it stands for Money, Ideology, Compromise and Ego.

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Whereas CIA Staff Historian Randy Burkett has stated that MICE has "outlived its usefulness" in counterintelligence, it seems to still apply quite well to those who are recruited to spread online propaganda. When doing research and deep dives on individuals who are...

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Rethinking an Old Approach

An Alternative Framework for Agent Recruitment: From MICE to RASCLS

Randy Burkett

“
Today's [agent] recruiters must learn and use the significant breakthroughs in understanding of human motivations and the means for influencing them that have occurred since the early 1980s.
”

Ask any CIA National Clandestine Service officer what his or her mission is and the likely reply will be “to recruit spies to steal secrets and conduct covert action.” This mission has been relatively unchanged since the founding of the Office of Strategic Services (OSS) on 13 June 1942. What has changed is the profile of the people we ask to become agents to steal the secrets and engage in covert action. In this article I will discuss how we trained OSS and CIA officers to find and recruit the people who became our agents.

The story starts with World War II, when OSS officers were largely focused on appealing to the patriotism of people to resist foreign occupiers. There was no overall strategy for finding the right agents other than linking up with local activists and appealing to their national pride. The paper then moves to the Cold War when the focus for recruitment shifted to state actors who had the placement and access to betray the secrets of the communist governments in power. During the Cold War period and today, agents who agreed to spy are said to do so for reasons that imply weakness or vulnerability: money, ideology, blackmail, or ego. These factors are captured in the mnemonic MICE. It is a framework that I believe has

outlived its usefulness. Today's recruiters of agents abroad often pursue non-state actors with complex mixtures of competing loyalties, including family, tribe, religion, ethnicity, and nationalism.

I argue that today's recruiters must learn and use the significant breakthroughs in understanding of human motivations and the means for influencing people that have occurred since the early 1980s. In particular, I will discuss the work of Dr. Robert Cialdini and how his six influence factors, reciprocity, authority, scarcity, commitment (and consistency), liking, and social proof—RASCLS—could be applied to motivate potential agents to agree to spy and to improve the productivity of existing agents.

However, before I look at how we have trained officers to recruit in the past and how we should recruit in the future, I think we should first examine what we are asking people to do when they become spies.

Is Spying Rational in the Face of the Risks?

On the surface, committing espionage appears to be less than rational. Agents risk death, either at the hands of an enemy or by their own legal systems. Even some countries that do not impose the death penalty

All statements of fact, opinion, or analysis expressed in this article are those of the author. Nothing in the article should be construed as asserting or implying US government endorsement of its factual statements and interpretations.

... producing and promoting pro-Kremlin viewpoints, one can quickly find connections between the people and these four motivators. Naturally, these motivators can also overlap. One example from counterespionage is the case of Earl Edwin Pitts, who had been an FBI agent...

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...who sold secrets to the Soviets and later to the Russians. During his interrogation, he told that he was treated badly while working for the FBI, but was also motivated by the stacks of rubles the Russians offered.

These days people who work to benefit a foreign actor..

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...are called "useful idiots", a term falsely attributed to Lenin. In my view, it's counterproductive to refer to these people as idiots, as some of them are actually quite intelligent, and they've simply taken an opportunity to benefit from "working for the enemy".

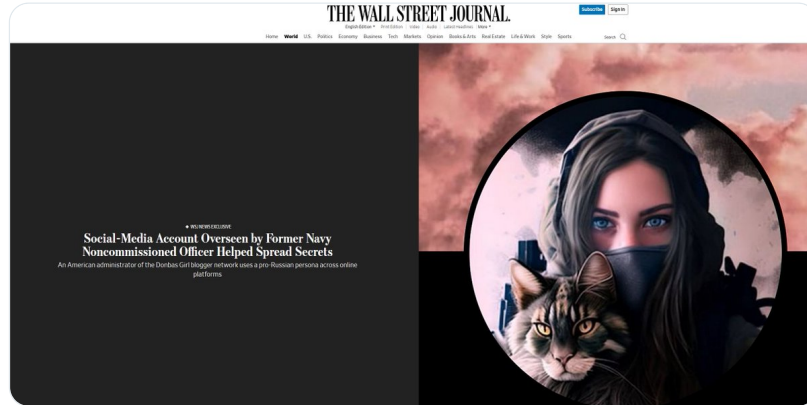
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...and not a "bad person". This probably applies to most online propagandists, too.

Propagandists, like spies, often think of their work as "victimless" crime - many might feel that spreading disinformation and false narratives doesn't hurt anybody, it's just...

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..."another version" of the story. Yet these actions often have consequences - they can, for example, affect the support and aid that Ukraine gets from the West.


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Forbes

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EDITORS' PICK

Viral Video Of Ukraine's Zelensky With Cocaine Is Completely Fake

Matt Novak Contributor 
FOIA reporter and founder of Paleofuture.com, writing news and opinion on every aspect of...

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Apr 11, 2023, 09:08pm EDT



Screenshots from the fake video on the left and the real video of Zelensky on the right. TWITTER / YOUTUBE

A video that's gone viral on social media platforms like Twitter and Telegram supposedly shows a pile of cocaine on the desk of Ukraine President Volodymyr Zelensky. But the video has been altered and the original video, which is available on Instagram, proves the cocaine isn't real.

Now, I'm going to move to the territory of speculation. I've been researching "independent journalists", politicians and other pro-Russian actors for quite some time, and I feel like I have a hunch of what drives some of them.

Here's my analysis for each motivator:

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Money: This one's the easiest - most of the pro-Kremlin mouthpieces are motivated by money. In fact, if you'd take the money out of the equation, they'd stop producing their nonsense and would move on to other things.

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Bulgarian secret services: Russia pays public figures to spread propaganda

By Krassen Nikolov | EURACTIV.bg Jul 4, 2022



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The government lost a no-confidence vote but will stay in power until a new one is formed or, if that is impossible until the president dissolves parliament. [Shutterstock/Zhenya Voevodina]

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Print

The Bulgarian secret services have data showing that Russia pays about €2000 (BGN 4,000) per month to public figures, journalists, and politicians to spread its propaganda in the country, a government spokesperson and head of the prime minister's office, Lena Borislavova told Darik radio over the weekend.

The government lost a no-confidence vote but will stay in power until a new one is formed or, if that is impossible until the president dissolves parliament.

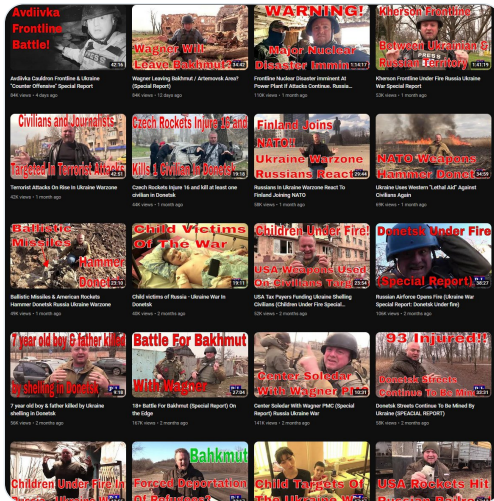
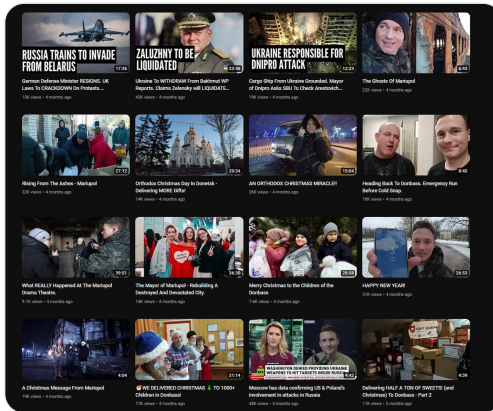
Borislavova explained that the money was given to Bulgarian politicians, famous journalists, analysts, political scientists and other persons appearing in the public media. The Russian state paid them to shape public opinion.

"To all of you who spit on the EU and NATO for free, as well as support Putin's actions in Ukraine, you should know. You are screwed up. Those who inspire you to do so are paid. Monthly," she added.

According to her, some public speakers are used to confusing the public and playing with misconceptions and fears. She said foreign interests "disguised as national interest" are a red line for her party, "Change Continues."

In my opinion, most "independent journalists", including Janus Putkonen, Mike "iEarlGrey" Jones and Patrick Lancaster are driven by money. All of them have had some hardships in their previous lives, and have moved on to work for the Kremlin to make a decent living.

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Some businessmen were offered lucrative business deals by the Kremlin, possibly to help with their cause.

In addition, there are those politicians and grifters who are most probably driven by both their ego and their money.

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These include Gonzalo Lira, Jackson "Z" Hinkle, and most of the MAGA crew. Politicians like MTG and Boebert will drop any ideology (for example, QAnon) as soon as it no longer serves their self-interests.

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Ideology: Ideology can be extremely strong motivator and often creates staunch and loyal propagandists. Most of the ideology-driven Putin propagandists come from the far corners of the left and right, but many of them also believe in various conspiracy theories and have no..

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On Nakba anniversary: Global protests show solidarity with Palestine

To mark the 75th anniversary of Nakba (The Disaster), global protests took place this past weekend. The actions commemorate the day, when on May 15, 1948, the new Zionist [...]

Malcolm X, Ho Chi Minh, ¡presente!

The edited statement first appeared May 18, 2017, on workers.org. We celebrate on May 19 the birthday of two world-bending revolutionaries: Ho Chi Minh and Malcolm X. Born [...]

Solidarity with writers strike growing

As the 11,500 members of the Writers Guild (WGA) begin their third week on the picket line, the strike shows no signs of weakening. On the contrary, the effort to win a [...]

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What is the BS about?

..political affiliation. Some people who in my opinion are driven by ideology, include Caitlin Johnstone, Katrina vanden Heuvel, Caleb Maupin, Steve Bannon and of course Noam Chomsky. It's not rare to see people from the far-left and from the far-right cooperate in this...

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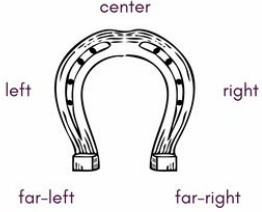


..domain, reinforcing the idea of the horseshoe theory. Even though rabid anti-US/NATO/Western stance is not an ideology per se, it is a strong motivator for many propagandists. Russia is also often pushing the idea of "decadent West" vs "traditional Russia."

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THE HORSESHOE THEORY

In political science, the horseshoe theory asserts that the far-left and the far-right are not opposites at the end of a political continuum, but rather, that they closely resemble each other, nearly meeting like the ends of a horseshoe, as in the illustration below:



center
left right
far-left far-right

© 2018 Getty Images

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OPINION
PAUL KRUGMAN

Putin and the Myths of Western Decadence

March 28, 2022



"The Banquet in Their Decadence" by Thomas Gainsborough, 1847. Reproduced by Erik Loring for Reuters, N.Y.

Compromise/Kompromat: This refers to damaging information about a person, which can then be used for blackmail. The most common type of kompromat is some kind of sex tape of the person involved. Putin has used this strategy to his benefit since forever.

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THE CUT

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THE PEE TAPE | APR. 18, 2019

Absolutely Every Single Thing We Know About the Pee Tape

By Madeline Aggater @mmaggater



Donald Trump. Photo: Gusztav Hegyi/EyeEm/Getty Images

On Thursday, Attorney General William Barr released Special Counsel Robert Mueller's two volume, 400-plus-page report on his investigation into the Trump administration's possible collusion with the Russian government in the lead-up to the 2016 presidential election. I know, I know: *But what about the pee tape?*

Wait, you might be saying, remind me about the pee tape? What's on it? Is it real? Are there porn parodies? To help refresh your memory, we've compiled every single thing we know.

THE CUT SHOP

- > 58 Best Sneakers for Women in Every Single Style
- > I'm On the Hunt for the Best Sunscreens Without a White Cast
- > 14 Luxury Candles That Are Worth It

The most famous case happened in 1999, when then FSB Chief Putin released a sex tape where Prosecutor General Yuri Skuratov was in bed with two young women. Skuratov had started investigating corruption of Putin's then boss, Boris Yeltsin, and this tape was used to make...

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...him resign from his position. Kompromat is the most difficult to detect, as once the compromising material has been exposed, these people often become useless. In my opinion, those men who have visited Russia on various occasions are the most evident targets of kompromat.

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Some of these people include Mark Ames, John Dolan, Andrew Anglin and Graham Phillips. Ames has even written about their sexcapades during the 90s and 00s in Moscow.

Ego: Ego is another strong motivator, and can create very loyal propagandists.

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In many cases, propagandists ego has been "bruised", and they often feel like they have been mistreated by their own country. For ego-driven propagandists, two prime examples are Scott Ritter and Douglas Macgregor. Both were at some point quite talented in their work but...

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Eurasian Times
Sunday, May 21, 2023

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NOTE: AMERICA

Ukraine: 400,000 Casualties, Millions Displaced & Low Birth Rate: Ex-Trump Adviser Blames US For 'Killing A Nation'

By Parth Satam | February 23, 2023

A US-based military and strategic affairs analyst has questioned President Joe Biden's move to send main battle tanks (MBT) to Ukraine and raised the alarm over the possible tensets of fighter jets.

Spanning these measures as necessary that are aimed to provide Russia rather than promote ways to end the conflict, former US Army officer Colonel Douglas Macgregor also warns Ukraine losing its population if more citizens are made to fight in the war.

Macgregor, a former adviser in the then-President Donald Trump administration, said the military aid to Ukraine is a "hoax" and a "money laundering scheme," which will not be accounted for once Russia wins and Ukraine is left more dysfunctional.

In a clip of an interview with a TV channel, Macgregor says towards the end that the US should announce a ceasefire and call for unconditional talks with Russia, which he mentions had always been open to dialogue.

The interviewer also sarcastically asked if the US would be willing to send advanced fighters like the F-35 since it had already abandoned its previous position of not sending tanks earlier in the war.

4,00,000 Casualties & A Falling Population

Macgregor also quotes staggering figures of Ukraine's military casualties against their current population stats and other development indicators, which indicates the country is headed for depopulation if it continues to fight Russia.

In the context of Western tanks being approved for Ukraine, Macgregor says that, for one, Ukrainian military power is "deteriorating" and is on its "last legs," while the tanks themselves will not be available for a few

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... talk shows to praise Russia and defame the US and Ukraine. In my opinion, fake news bloggers like Aaron Maté and Max Blumenthal are driven by their huge egos, and formerly prestigious old school journalists like Seymour Hersh have the same problem.

23/25



Aaron Maté @aaronjmate
Following

Replying to @Pflansburg

sounds like an Assadist conspiracy theory. There is a proxy war but there's definitely a civil war. Assad responsible for majority of deaths

9:26 AM - 13 Apr 2017

1

Paul M. Flansburg @Pflansburg - 13 Apr 2017
Replying to @aaronjmate

Is Assad "killing his own people" like Saddam? If so, what do we mean by "his own people"?

1

Aaron Maté @aaronjmate - 13 Apr 2017

I don't follow. They're both mass-murderers who've killed their own citizens.

2

Show replies



Seymour Hersh


How America Took Out The Nord Stream Pipeline

The New York Times called it a "mystery," but the United States executed a covert sea operation that was kept secret—until now

SEYMOUR HERSH
FEB 8, 2023

12,797

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The U.S. Navy's Diving and Salvage Center can be found in a location as obscure as its name—down what was once a country lane in rural Panama City, a now-booming resort city in the southwestern panhandle of Florida, 70 miles south of the Alabama border. The center's complex is as nondescript as its location—a drab concrete post-World War II structure that has the look of a vocational high school on the west side of Chicago. A coin-operated laundromat and a dance school are across what is now a four-lane road.

The center has been training highly skilled deep-water divers for decades who, once assigned to American military units worldwide, are capable of technical diving to do the good—using C4 explosives to clear harbors and beaches of debris and unexploded ordnance—as well as the bad, like blowing up foreign oil rigs, fouling intake valves for

MICE is good at describing our core motivations for producing and promoting propaganda, but it's also oversimplifying things. Randy Burkett has stated that it excludes important factors like family, tribe, religion, ethnicity and nationalism.

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But I still argue that it is a useful tool for determining what drives these actors to publish disinformation and false narratives, and that in most cases we can apply these motivators to most people.

In my case, it's probably ego.

25/25

Support my work:



A blue banner with white text and icons. The name 'Pekka Kallioniemi' is prominently displayed. Below it is a coffee cup icon and the URL 'buymeacoffee.com/PKallioniemi'. To the right is a circular illustration of a chef. The bottom section is white with black text: 'Membership | Pekka Kallioniemi', 'I love supporting creators!', and the membership URL.

Pekka Kallioniemi

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A banner featuring a stylized illustration of a chef in a white coat and hat, stirring a pot of orange soup. The background is a circular frame with a halftone pattern. Below the illustration is a white box with black text: 'The Soup Central', a description of the channel, and the YouTube URL.

The Soup Central
The Soup Central gives you in-depth knowledge on disinformation, bad actors and information operations.
<https://www.youtube.com/@TheSoupCentral>

Past soups: vatniksoup.com

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